

EXHIBIT 10



Don Lindsay

Executive Advisor, Product Experience Planning & Execution. Previously Vice President, Design at BlackBerry

Mountain View, California (San Francisco Bay Area) | Consumer Electronics

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Don Lindsay's Overview

Current Vice President, User Experience at BlackBerry

Past Director, Design at Microsoft
Design Director, Mac OS User Experience Group at Apple
Design Manager, Corporate Design Group at Bell-Northern Research
see all

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Don Lindsay's Summary

A veteran executive leader in a career that has spanned three decades with successful Fortune 500 technology companies. Don has delivered industry-defining desktop & mobile platform strategies & products while building and leading large scale, world-class product design organizations.

Engaged by the CEOs of Apple & BlackBerry to define and execute "bet the company" product evolutions, Don's experience and insight into organizational development, design culture, process, strategy and execution is the result of having shipped over fifteen major platform releases.

A recognized expert, innovator and contributor in product experience with over 120 granted or filed technology patents encompassing user interface design, gesture & speech interaction and UI implementation strategies for both desktop & mobile platforms.

Don Lindsay's Experience

Vice President, User Experience

BlackBerry

Public Company; 10,001+ employees; RIMM; Telecommunications industry
March 2009 – Present (5 years 1 month) | Mountain View, California

Created and scaled a centralized User Experience organization with a global charter for the BlackBerry product & services product experience portfolio. Grew the organization to over 100 designers, researchers and developers, spanning 5 studio locations between North America & Europe. Served as executive member of the product planning council, responsible for the BlackBerry product roadmap planning and delivery.

Led the \$150M acquisition of The Astonishing Tribe (TAT) in 2010 and drove the UX definition of BlackBerry 10 from concept to delivery. Engaged with internal and external partners, and media, in the definition, development and promotion of BlackBerry 10.

Director, Design

Microsoft

Public Company; 10,001+ employees; MSFT; Computer Software industry
October 2003 – February 2009 (5 years 5 months) | Seattle, Washington

Built the User Experience organization for Microsoft Live Labs, chartered with exploring advanced product development for Internet services, search and data visualization. Joined Microsoft to lead the UX definition & conceptualization of 'Blackcomb' (post-Windows 7 planned release) while shipping innovative platform UX features for Windows Vista.

Design Director, Mac OS User Experience Group

Apple

Public Company; 10,001+ employees; AAPL; Consumer Electronics industry
June 1994 – May 2003 (9 years) | Cupertino, California

Directed the Mac OS User Experience group, partnering with Apple's senior executive leaders to define and deliver the first four releases of Mac OS X and media experiences including iTunes and iMovie. Initiated and led an effort to conceive and develop 'Aqua', the definitive Mac OS X experience. Shipped every release of Mac OS from 8.0 through 10.3.

Design Manager, Corporate Design Group

Bell-Northern Research

Public Company; 10,001+ employees; NT; Telecommunications industry
July 1985 – June 1994 (9 years) | Ottawa, Ontario

Managed the product design team within the Corporate Design Group, responsible for interaction & visual interaction design, on-product graphics, branding, packaging and documentation. Designed & shipped the M3000 Touchphone, a revolutionary desktop phone with graphical UI and all-touch interface in 1986. Designed & prototyped advanced graphical, touch and speech user interfaces for desktop & mobile devices in 1990-94.

Creative Designer

Norpak

Privately Held; 51-200 employees; Telecommunications industry
September 1983 – May 1985 (1 year 9 months) | Ottawa, Canada

Led the user interface design of the Norpak NAPLPS Videotext authoring platform, a precursor to HTML and web authoring.

Art Director

Banfield-Seguin

Privately Held; 11-50 employees; Marketing and Advertising industry
January 1981 – August 1983 (2 years 8 months) | Ottawa, Canada Area

Don Lindsay's Patents

Computer Interface Having a Single Window Mode of Operation

United States Patent 8,504,937 | Issued August 6, 2013

Inventors: Don Lindsay, Steven P. Jobs

User interface for providing consolidation and access

United States Patent 7,526,738 | Issued April 28, 2009

Inventors: Don Lindsay, Steven P. Jobs, Bas Ording

User interface for providing consolidation and access

United States Patent 7,434,177 | Issued October 7, 2008

Inventors: Don Lindsay, Steven P. Jobs, Bas Ording

Method and system for providing an embedded application toolbar

United States Patent 6,686,938 | Issued February 3, 2004

Inventors: Don Lindsay, Steven P. Jobs, Tim Wasko

User Interface for Providing Consolidation and Access

United States Patent 8,032,843 | Issued October 4, 2011

Inventors: Don Lindsay, Steven P. Jobs, Bas Ording

Computer interface having a single window mode of operation

United States Patent 6,957,395 | Issued October 18, 2005

Inventors: Don Lindsay, Steven P. Jobs

Method and apparatus for speech synthesis using paralinguistic variation

United States Patent 8,103,505 | Issued January 24, 2012

Inventors: Don Lindsay, Kim Silverman

COMMUNICATION DEVICE

United States Patent Application 20130012269 | Filed January 10, 2013

Inventors: Don Lindsay, Mike Lazaridis, Dan Dodge

MULTIPLE-STAGE INTERFACE CONTROL OF A MOBILE ELECTRONIC DEVICE

United States Patent Application 20140040769 | Filed February 6, 2014

Inventors: Don Lindsay, Mike Lazaridis, Dan Dodge, Jason Griffin, Todd Wood, Alistair Hamilton

Graphical user interface for computers having variable size icons

United States Patent 7,216,304 | Issued May 8, 2007

Inventors: Don Lindsay, Arno Gourdol

Graphics tiering strategy incorporating bitmaps and window geometries

United States Patent 7,739,613 | Issued June 15, 2010

Inventors: Don Lindsay

Dynamic reflective highlighting of a glass appearance window frame

United States Patent 7,412,663 | Issued August 12, 2008

Inventors: Don Lindsay, Tjeerd Hoek, Greg Melander

Glass appearance window frame colorization

United States Patent 7,418,668 | Issued August 26, 2008

Inventors: Don Lindsay, Tjeerd Hoek

Visual expression of a state of an application window

United States Patent 7,577,918 | Issued August 18, 2009

Inventors: Don Lindsay

Method and apparatus for application window grouping and management

United States Patent 7,581,192 | Issued August 25, 2009

Inventors: Don Lindsay, Charlie Stabb, Mark Ligameri

Method and apparatus for application window grouping and management

United States Patent 7,478,339 | Issued January 13, 2009

Inventors: Don Lindsay, Charlie Stabb, Cees van Dok, Chuck Cummins, Hillel Cooperman, Jeff Pettitross, Sarah Shrock

System and method for selecting a tab within a tabbed browser

United States Patent 7,596,760 | Issued September 29, 2009
Inventors: Don Lindsay, Aaron Sauve, Cees van Dok, Tony Schreiner

System and method for providing a window management mode

United States Patent 7,681,143 | Issued March 16, 2010
Inventors: Don Lindsay, Mark Ligameri

System and method for visually expressing user interface elements

United States Patent 7,661,069 | Issued February 9, 2010
Inventors: Don Lindsay, Mark Ligameri

System and method for controlling the opacity of multiple windows while browsing

United States Patent 7,747,965 | Issued June 29, 2010
Inventors: Don Lindsay, Charlie Stabb, Hillel Cooperman, Mark Ligameri, Ales Holecek

User-created trade cards

United States Patent 7,909,238 | Issued March 22, 2011
Inventors: Don Lindsay, Gary Flake, Blaise Aguera y Arcas, Brett Brewer, Steven Drucker, Karim Farouki, Adam Sheppard, Stephen Lawler, Stephen Szeliski, Christopher Weare

System and Method for Visually Browsing of Open Windows

United States Patent 8,341,541 | Issued December 25, 2012
Inventors: Don Lindsay, Charlie Stabb, Tjeerd Hoek, Mark Ligameri

SCROLLABLE AREA MULTI-SCALE VIEWING

United States Patent 8,082,518 | Issued December 20, 2011
Inventors: Don Lindsay, Jeff Weir, Gary Flake, Brett Brewer

GRAPHICAL CONTEXT SHORT MENU

United States Patent Application 20110202879 | Filed August 18, 2011
Inventors: Don Lindsay

USER INTERFACE FOR A TOUCHSCREEN DISPLAY

United States Patent Application 20110087990 | Filed April 14, 2011
Inventors: Don Lindsay

COLLECTION REPRESENTS COMBINED INTENT

United States Patent Application 20090319357 | Filed December 24, 2009
Inventors: Don Lindsay

SYSTEM AND METHOD FOR SELECTING A TAB WITHIN A TABBED BROWSER

United States Patent Application 20100011313 | Filed January 24, 2010
Inventors: Don Lindsay

3D CONTENT AGGREGATION BUILT INTO DEVICES

United States Patent Application 20090310851 | Filed December 17, 2009
Inventors: Don Lindsay

ANNOTATE AT MULTIPLE LEVELS

United States Patent Application 20090307618 | Filed December 10, 2009
Inventors: Don Lindsay

MARK-UP EXTENSIONS FOR SEMANTICALLY MORE RELEVANT THUMBNAILS OF CONTENT

United States Patent Application 20090300506 | Filed December 3, 2009
Inventors: Don Lindsay

MULTI-SCALE NAVIGATIONAL VISUALIZATION

United States Patent Application 20090289937 | Filed November 26, 2009
Inventors: Don Lindsay

PROCEDURAL AUTHORING

United States Patent Application 20090279784 | Filed November 12, 2009
Inventors: Don Lindsay

DYNAMIC MULTI-SCALE SCHEMA

United States Patent Application 20090276445 | Filed November 5, 2009
Inventors: Don Lindsay

INTERMEDIATE POINT BETWEEN IMAGES TO INSERT/OVERLAY ADS

United States Patent Application 20090274391 | Filed November 5, 2009
Inventors: Don Lindsay

ZOOM FOR ANNOTATABLE MARGINS

United States Patent Application 20090254867 | Filed October 8, 2009

Inventors: Don Lindsay

CLIENT-SIDE COMPOSING/WEIGHTING OF ADS

United States Patent Application 20090254820 | Filed October 8, 2009

Inventors: Don Lindsay

DEVICE INTERACTION WITH COMBINATION OF RINGS

United States Patent Application 20090251407 | Filed October 8, 2009

Inventors: Don Lindsay

MULTISCALED TRADE CARDS

United States Patent Application 20090172570 | Filed July 2, 2009

Inventors: Don Lindsay

USER-CREATED TRADE CARDS

United States Patent Application 20090159656 | Filed June 25, 2009

Inventors: Don Lindsay

TRADE CARD SERVICES

United States Patent Application 20090152341 | Filed June 18, 2009

Inventors: Don Lindsay

Wireless Telephones

Canada Patent CA2107819 | Issued October 10, 1993

Inventors: Don Lindsay, Tracy Roberts, Neal Cowan, Michael Brown, Jeff Fairless, Nancy Carboni

MANAGEMENT OF DEVICE SETTINGS VIA A PLURALITY OF INTERFACES

United States Patent Application 20110265028 | Filed October 27, 2011

Inventors: Don Lindsay

APPARATUS, AND ASSOCIATED METHOD, FOR SELECTING MULTIPLE FILES AT A CONSUMER ELECTRONICS DEVICE

United States Patent Application 20110265033 | Filed October 27, 2011

Inventors: Don Lindsay

Don Lindsay's Honors and Awards

Red Dot Award for Product Design, 2011

Red Dot

April 2011

<http://en.red-dot.org/2783.html?&cHash=912e8c5f2019d61c648761fa6cf612e3&detail=8427>

Red Dot Award for Product Design, 2013

Red Dot

March 2013

<http://press.blackberry.com/press/2013/the-blackberry-z10-is-awarded-for-high-design-quality-in-the-red.html>

Don Lindsay's Skills & Expertise

User Experience User-centered Design Interaction Design User Interface User Interface Design User Experience Design
Experience Design Information Architecture Usability Testing Mobile Applications Human Computer Interaction Mobile Devices
User Research Information Design iPhone Task Analysis Accessibility Usability Engineering Rapid Prototyping
Contextual Inquiry

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